

## Nutrition, Physical Activity & Obesity Prevention Work Plan

<b>Goal 1: Increase fruit and vegetable availability in Anytown.</b>				
Objective 1.1: By June 30, 2010, expand the Farmer's Market.				
Evaluation (How you will know that you were successful): The two farmers markets in town merged into one. Vendors at the market increased from 15 vendors to 25. Twenty light pole banners were installed on April 1. One hundred chamber coupons were distributed and claimed.				
Budget (Amount and a brief description): \$2000 to purchase light pole banners not covered by tax funds.				
<i><b>Key Strategies and Activities</b></i>	<i><b>Lead Role</b></i>	<i><b>Key Partners</b></i>	<i><b>Time Line</b></i>	<i><b>Evaluation Indicators</b></i>
1. Merge the two existing farmer's markets into one convenient central location.	Chamber of Commerce	Farmer's Market Iowa State University Extension	Q1	Farmer's Market merged
2. Increase the number of vendors at the farmer's market.	Chamber of Commerce	Farmer's Market Iowa State University Extension	Q1	Number of vendors increased
3. Leverage city hotel/motel tax funds to create light pole banners advertising the market location and times.	Chamber of Commerce	City of Anytown	Q2	Funds leveraged Banners displayed
4. Create "chamber coupons" to be given away at chamber events to be redeemed at the market and provide advertisement for the market.	Chamber of Commerce	Chamber of Commerce	Q2	Coupons created, coupons distributed
Objective 1.2: By June 30, 2010, expand the regional food system.				
Evaluation (How you will know that you were successful): The high tunnel vegetable production operation was visited on May 1. The steering committee met five times and has written a regional food system plan. The plan is available by visiting <a href="http://www.anytown.com">www.anytown.com</a> .				
Budget (Amount and a brief description): \$1500 for bus rental and mileage.				
<i><b>Key Strategies and Activities</b></i>	<i><b>Lead Role</b></i>	<i><b>Key Partners</b></i>	<i><b>Time Line</b></i>	<i><b>Evaluation Indicators</b></i>

1. Visit a high tunnel vegetable production operation to explore the possibility of creating a similar operation in Anytown.	Iowa State University Extension	Iowa State University Extension	Q3	Operation visited, plan in place
2. Establish linkages with existing regional food systems groups supported by Leopold Center and the RC&D in the region to support further mapping and organizational activities for local foods.	Iowa State University Extension	Iowa State University Extension	Q4	Plan established
Objective 1.3: By June 30, 2010, establish a school garden.				
Evaluation (How you will know that you were successful): 20x20 garden in place. The garden includes tomatoes, peppers, beans and squash. The garden is being maintained during the school year by the 4 <sup>th</sup> grade classes and in the summer the Master Gardeners will work with the Girl Scouts to maintain.				
Budget (Amount and a brief description): \$1500 for seeds, soil and tools				
<b>Key Strategies and Activities</b>	<b>Lead Role</b>	<b>Key Partners</b>	<b>Time Line</b>	<b>Evaluation Indicators</b>
1. Work with Iowa State University Extension to put Growing in the Garden curriculum in place.	Anytown School	Anytown School	Q2	Curriculum in place
2. Establish garden at school.	Anytown School	Anytown School	Q3	Garden in place
3. Work with Master Gardeners to maintain the garden throughout the summer months.	Anytown School	Master Gardeners	Q3-Q4	Garden maintained

<b>Goal 2: Increase physical activity opportunities in Anytown.</b>				
Objective 2.1: By June 30, 2010, improve the city walking and biking structure.				
Evaluation (How you will know that you were successful): City council presentation conducted. The council passed a complete streets policy on 4/19/10. The city ordinance requiring sidewalks in new developments passed on 4/27/10. Bike lanes were striped on X, Y, and Z streets creating 3 miles of bike lanes. Crosswalks were restriped at X, Y, and Z.				
Budget (Amount and a brief description): \$3000 for paint				
<b>Key Strategies and Activities</b>	<b>Lead Role</b>	<b>Key Partners</b>	<b>TimeLine</b>	<b>Evaluation Indicators</b>

1. Using an Iowa Bicycle Coalition process and volunteers count the number of students walking/biking from school, being picked up by parents, riding the bus, etc.	Anytown Bicycle Coalition	Iowa Bicycle Coalition School Districts	Q1-Q4	Number of schools attended, number of students counted
2. Present safety education day to students at each school.	Anytown Bicycle Coalition	School Districts	Q1-Q4	Presentations conducted
3. Present the benefits of safe routes to school to the city council.	Anytown Bicycle Coalition	City Council	Q1-Q4	Presentations conducted
4. Put bike lanes in place on major city routes.	Anytown City Public Works	City of Anytown	Q1-Q4	Bike Lanes striped
5. Place signage in place to connect the bike lanes to existing trails.	Eagle Scouts	City of Anytown	Q1-Q4	Signage in place
6. Paint cross walks in places used by school children.	Anytown City Public Works	City of Anytown	Q4	Cross walks in place
7. Leverage funds from the hotel/motel tax to provide bike racks downtown and near other businesses.	Anytown Bicycle Coalition	Chamber of Commerce	Q4	Bike racks in place
8. Change city ordinance to require sidewalks in new developments.	City of Anytown	City Council	Q4	Ordinance in place
Objective 2.2: By June 30, 2010, improve the city park structure.				
Evaluation (How you will know that you were successful): Inventory completed on May 1, 2010. The play area was resurfaced on May 28, 2010. The open house was on June 20, 2010 and 500 families were in attendance.				
Budget (Amount and a brief description): \$2000 to purchase rubber mulch				
<b>Key Strategies and Activities</b>	<b>Lead Role</b>	<b>Key Partners</b>	<b>TimeLine</b>	<b>Evaluation Indicators</b>
1. Work with the Anytown Park Board to inventory play structures and green space in city parks for adequacy and safety.	City of Anytown	Anytown Park Board	Q1	Park inventory
2. Resurface Washington Park toddler area play space.	City of Anytown	Anytown Park Board	Q3	Play space resurfaced
3. Host a night in the park open house to showcase community parks.	City of Anytown	Anytown Park Board	Q4	Open house held

<b>Goal 3:</b> Provide communication to city residents.				
Objective 3.1: By June 30, 2010, update the community web site to include nutrition and physical activity opportunities.				
Evaluation (How you will know that you were successful): New web site format in place on May 1, 2010. Web site monthly hits increased from 300 to 600.				
Budget (Amount and a brief description): \$0 all funding was provided in-kind by chamber				
<b><i>Strategies and Activities</i></b>	<b><i>Lead Role</i></b>	<b><i>Key Partners</i></b>	<b><i>TimeLine</i></b>	<b><i>Evaluation Indicators</i></b>
1. Leverage chamber of commerce funds to contribute to web site development for a new web site format.	Chamber of Commerce		Q1-Q4	Funds leveraged, format updated
2. List community nutrition and physical activity events information.	Chamber of Commerce	NPA groups	Q1-Q4	Information updated
3. List Farmer's Market vendors and dates of market on web site.	Chamber of Commerce	Farmer's Market	Q3-Q4	Information updated
4. Place the map of bike lanes and trails on web site.	Chamber of Commerce	Anytown Bicycle Coalition	Q1-Q4	Web site updated